



# MEGA RED TRANS Act Could Increase Rural Funding

Senator Max Baucus (D-Montana) recently introduced the "Maximum Economic Growth for America through Rural, Elderly and Disabled Transit Investment Act" (MEGA RED TRANS Act).

The MEGA RED TRANS Act would ensure that as Federal transit programs are reauthorized, increased funding is provided to meet the needs of the elderly and disabled and of rural and small urban areas.

The bill would provide the additional funding using interest accrued to the federal Mass Transit Account. This method provides additional funding without impacting or reducing the funds in other portions of the transit program.

MEGA RED TRANS would set minimum annual apportionments, by State, for the elderly and disabled, rural, and small urban (under 200,000 population). It would ensure that each state gets a minimum of \$11 million for these three programs.

MEGA RED TRANS would supplement federal transit investments in urban and rural communities in four ways:

- First MEGA RED TRANS would double the authorizations for

the Section 5310 program, and guarantee each of the 50 states at least \$1 million per year in this program

- Second, MEGA RED TRANS would guarantee each of the states at least \$5 million per year in their Section 5311 allocation
- Third, MEGA RED TRANS would guarantee each state with urbanized areas of between 50,000 and 200,000 population at least \$5 million per year in their Section 5307 allocations
- Finally, MEGA RED TRANS would establish a \$30 million Essential Intercity Bus Service program to be managed by each of the states

The bill would also authorize states to make Section 5310 funds available for operating assistance.

Analysis by the Community Transportation Association of America shows that had MEGA RED TRANS been in effect in FY 2002, the increase in the allocation of Section 5310 and 5311 funds to the State of Louisiana would have totalled almost 13 percent.

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# Notes from the Top

The holiday season is almost upon us, and the Public Transportation staff wants to be among the first to wish you and yours peace, prosperity and safety during the holidays and in the coming New Year.

We are excited to report that the 15th Annual Louisiana Public Transportation Conference in Lafayette on September 30th through October 2nd was a great success despite Hurricane Lili's threat to rain down disaster on us! Several agencies from coastal areas had to leave suddenly on Tuesday afternoon and Wednesday in order to do their part in the evacuation process. I was

very proud to experience first hand our agencies' commitment to their respective local Emergency Preparedness Plan procedures. Director Dinah Landry of Cameron Parish Public Transit, who was selected to receive one of the coveted LADOTD "Extra Mile" awards, was one of those agencies. When we found out Dinah had to "bale" (pun intended), we quickly rearranged schedules and gave her the award at the Louisiana Public Transit Association (LPTA) luncheon on Tuesday. We encourage all of our transit systems to participate in this process since every available

resource is needed in order to evacuate citizens during such an event.

The Spotlight Article in this edition of the newsletter contains highlights of the conference. Included are important comments from Speaker of the House Charlie DeWitt, guest speaker at the LPTA luncheon; a list of LADOTD "Extra Mile" award recipients; pictures

taken at the conference; and much more. Colonel Tom Atkinson, LADOTD's Deputy Assistant Secretary of Intermodal Transportation, keynote speaker at the opening session, indicated after the conference that he was

very impressed and had "nothing but absolutely positive comments" and that it was an "extraordinarily good learning experience."

The efforts of the Inter-Agency Transportation Coordination Committee (IATCC) are continuing. The goal of the Committee is to remove existing barriers to coordination between the various State agencies that fund transportation services in Louisiana. After many meetings, discussions and suggestions of its members, which were documented in two annual reports to the Governor, we have concluded that a public forum is needed to assess our cur-



rent situation. We want to hear from our transit systems as well as riders about their experiences, good and bad; what obstacles they continue to face; and what they feel the State can do to help. We are planning to hold the forum some time in February... more to come. We have come a long way but still have a long road to travel in our relentless pursuit of true coordination, collaboration and cooperation.

We also have other events planned for next calendar year that will be of interest to many of you. There will be a "Cost Allocation" workshop in the first quarter, tentatively scheduled for March, for all of our new providers. This will also be a good opportunity for our existing systems that may need a refresher course. Additionally, we are working on "Defensive Driving" and "Bus Safety and Security" workshops, as well as a three-day class on "Scheduling and Dispatching".

Exciting news! Our new website is active. If you have Internet access you should definitely check it out. There are forms, reports, applications, manuals, lists, etc. The site has a ton of useful information and we will continue to add and/or update the information on a frequent basis. If you'd like to make comments or give suggestions, please contact Kay Ryall by mail, telephone or e-mail (see staff section for contact information).

Again, we encourage you to send topics or articles for future newsletter editions to Wanda Walker. We want the newsletter to be a transit community information resource. Thanks to you all for everything you do to make our communities a better place in which to live.

Carol Cranshaw  
Public Transportation Administrator  
Louisiana Department of Transportation and Development

## Events Calendar

### **APTA General Managers Seminar**

**January 25-29  
Tampa, Florida**

### **2nd Annual New Partners for Smart Growth: Building Safe, Healthy, and Liveable Communities**

**January 30-February 1  
New Orleans, LA**

### **NTI Public Involvement in Transportation Decision-making**

**January 28-30  
Philadelphia, PA**

### **Coordination Forum February - Date TBD Baton Rouge, LA**

### **SWTA Annual Conference and Expo**

**Albuquerque, New Mexico  
February 9-11**

### **APTA Legal Affairs Seminar**

**February 9-11  
Savannah, Georgia**

### **NTI Orientation to Transit Procurement**

**February 10-14  
Phoenix, AZ  
February 17-21  
Memphis, TN**

### **NTI Managing the Cost of ADA Paratransit**

**February 12-13  
Tampa, FL**

### **APTA Marketing & Communications Workshop**

**February 23-26  
Miami, Florida**

### **NTI Paratransit Scheduling and Dispatching**

**February 26-27  
Franklin, IN**

### **Comprehensive ADA Paratransit Eligibility Determinations**

**March 5-7  
Las Vegas, NV**

### **APTA Fare Collection Workshop**

**March 23-27  
Fort Worth, TX**





Spotlight on...

## 15th Annual Louisiana Public Transportation Conference

Despite the appearance of Hurricane Lili, the 15<sup>th</sup> Annual Louisiana Public Transportation Conference, held in Lafayette September 30<sup>th</sup> through October 2<sup>nd</sup>, was a tremendous success. Over 200 people from around the State were in attendance, as well as several distinguished visitors from other areas. The agenda was packed with informative sessions, and the evening entertainment was a special treat.

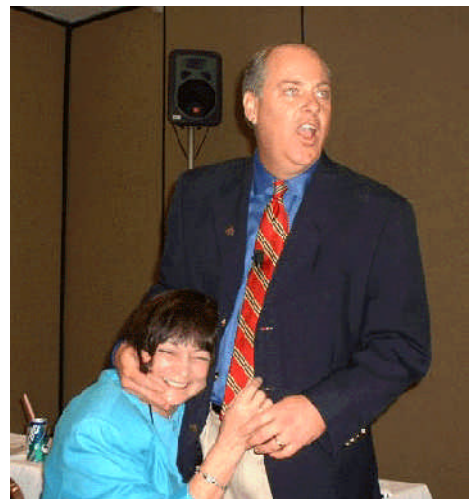


*Opening Session. From left: Pat Judge, LPTA President, Bill Millar, American Public Transit Association (APTA), Joseph Parker, Transportation Cooperative Research Board (APTA), Col. Tom Atkinson, LADOTD Deputy Assistant Secretary Intermodal Transportation*

The opening session was a great chance for everyone to hear various federal, state and local views. LADOTD Deputy Assistant Secretary Colonel Tom Atkinson was joined by Bill Millar representing the American Public Transit Association (APTA), Joseph Parker from the Transportation Cooperative Research Board, Ricky Verret, Assis-

tant to the Parish President of the Lafayette Consolidated Government, Pat Judge, President of the Louisiana Public Transit Association (LPTA), and our own Public Transportation Administrator, Carol Cranshaw. Colonel Atkinson spoke on importance of the State's role in intermodal transportation.

One of the highlights of the conference was Bruce Hamilton, a motivational speaker from Lake Charles. He travels around the country preaching his "No Bad Days" philosophy. Bruce says that all too often people want to measure success at the cash register. "It doesn't matter what business you're in... If you have a Bad Day, NO ONE WINS." Bruce's energy was infectious; everyone left the session thinking, "Don't become a better employee, become a better person."



*Motivational speaker Bruce Hamilton with Carol Cranshaw, LADOTD Public Transportation Administrator*

Since 9/11, the Federal Transit Administration has placed special emphasis on safety and security issues. With this in mind, the LADOTD Public Transportation staff brought in two safety and security specialists for the conference; Jim Buckley with Milligan & Company in Baltimore, Maryland and Tom Johnson from the South Carolina DOT. The two spoke at three break out sessions; two for the urban systems and one for the rural, elderly & disabled, and JARC systems. These sessions were among the most widely attended. Everyone came away with a greater appreciation of the necessity of constant vigilance. These sessions will be followed up in the coming year with more information and training for Louisiana transit providers.

This year's conference featured 16 vendors with exhibitions ranging from transit vans to computer equipment and vehicle seating set up near the conference session rooms. During breaks, everyone had a chance to peruse the products and services offered and spend one-on-one time with the vendors.

The evening entertainment ranged from the anticipated to the extraordinary. Everyone expected an opening reception and true to form, Monday night's event was well laid out and well attended. Tuesday night's Murder Mystery Dinner was delightfully unusual. The dinner was held at a local Lafayette restaurant named A La Carte. The Lafayette Transit System provided transportation. A local theater production group, Cite' de Arts, was hired and strategically placed among the diners to initiate and move the murder mystery plot along.

Mike Hollier with the Lafayette Consolidated Government was the murder victim and no one was surprised that he was killed with a waffle iron. There was a lot of finger pointing but in the end Carol Cranshaw and Emily Callender-Efferson were the culprits. The motive, of course, was money.



*Representative Charlie DeWitt, Speaker of the Louisiana House of Representatives, was presented a special LPTA award from Pat Judge, LPTA President, in recognition of his tireless efforts promoting public transit in Louisiana*

The LPTA Business Meeting luncheon featured keynote speaker Charlie DeWitt, Louisiana Speaker of the House. Representative DeWitt centered his comments on the importance of contact with your local legislators. He spoke on the importance of transit in Louisiana and stressed that transit providers should be determined in their pursuit of legislative involvement. Keeping your legislators informed of your needs will reap mobility benefits for the entire state. Representative DeWitt was presented with a special LPTA recognition award in appreciation of his tireless efforts promoting public transportation in Louisiana. A special LPTA award was also presented to Senator Mary Landrieu for her continuing efforts in the public transit industry.

Ginger Adam, Executive Director, Louisiana Conference of Mayors, received an Extra Mile Award for her determined efforts on behalf of the public transportation community. Ms. Adam was directly responsible for obtaining an extra \$500,000 from the State's General Fund that will be allocated and distributed





*Pat Judge, LPTA President, presents Ginger Adam, Executive Director Louisiana Conference of Mayors, an Extra Mile Award.*



*Carol Cranshaw, LADOTD Public Transportation Administrator, with Extra Mile Award recipient Lester Adams, Director of Employment Services - Lafourche Association for Retarded Citizens*



*(Left) Carol Cranshaw with Extra Mile Award recipient Taylor Rock, Grants Coordinator, Lafayette Parish Consolidated Government.*

*(Right) Carol Cranshaw with Extra Mile Award Recipient Dinah Landry, Executive Director, Cameron Parish Public Transit*



to all the Louisiana urban transit systems, with a portion allocated to the LADOTD Public Transportation Section for rural public transit systems. LADOTD Extra Mile Awards were handed out at the Awards luncheon to those persons who went above and beyond performing their duties. In addition to the award to Ginger Adam, the following awards were presented:

- Dinah Landry, Executive Director, Cameron Parish Public Transit
- Lester Adams, Director of Employment Services, Lafourche Association for Retarded Citizens
- Taylor Rock, Grants Coordinator, Lafayette Consolidated Government

The LADOTD Public Transportation Section staff also surprised Carol Cranshaw when they awarded her an Extra Mile Award. LADOTD Public Transportation Section Public Transportation program manager presented the award to Cranshaw.

During the luncheon, LPTA President Pat Judge shared the accomplishments of LPTA over the past several years. He stressed the importance of increasing the organization's membership to enhance its ability to serve and be responsive to the needs of the Louisiana public transportation community.

# Louisiana Transit Marketing Workbook

## Tools for Building Customized Marketing Plans



*Consultant J.D. Allen of Alliance Transportation Group welcomes the Louisiana Transit agencies to the Lake Charles Marketing Workshop.*



*(Left) Workshop presenter Lynn Gerhard of LKC Consulting Services, Inc., answers a question from Wendell Voisin, Assistant Transit Administrator for Good Earth Transit. The workshop provided an opportunity for transit operators to get assistance with their unique marketing challenges.*



*(Right) Workshop presenter Eileen Lee of LKC Consulting Services, Inc. leads the Lake Charles workshop participants through a series of self-evaluation exercises. The exercises made up the building blocks for each agency's marketing plan.*

The Louisiana Department of Transportation and Development (LADOTD) Public Transportation Section recently introduced the Louisiana Transit Marketing Workbook, designed to help rural transit operators in Louisiana develop and implement marketing plans for their services.

LKC Consulting Services, Inc. developed the Marketing Workbook under contract to the LADOTD. The workbook is an update to a previous workbook developed in 1998.

Eileen Lee of LKC said "Marketing is sometimes a haphazard undertaking. It's not always given the forethought and planning it deserves. The purpose of this workbook is to provide a step-by-step process for rural operators to think through and plan an appropriate marketing plan."

Before LKC began developing the workbook, the firm conducted a survey to identify how operators were using the 1998 workbook. LKC

**Marketing Workbook**  
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*At the Baton Rouge Marketing Workshop, presenter Eileen Lee introduces the workshop participants to the new workbook, which was produced in CD-ROM format.*



*Irma Bourgeois, Director of Field Operations for St. Martin CAA (S.M.I.L.E.) discusses her agency's primary goals for 2003. Goal-setting is an important part of marketing plan development.*

found the existing workbook was not used frequently, but most operators were interested in tools that would allow them to develop their own marketing plans.

Using these survey results, LKC developed an interactive workbook. The workbook features a series of exercises to help transit operators analyze their individualized systems and target markets, then develop a customized marketing campaign and implementation plan based on local goals. The workbook was designed to be applicable to all rural systems in the state, regardless of size and resources.

The workbook maintains some concepts from the 1998 workbook, including the use of a Statewide Calendar of Events to promote Louisiana Transit as a whole. The calendar was expanded to include new events, such as the All American Deal and Elected Official Ride Along, giving transit agencies more options for participating in statewide marketing efforts.

New additions to the marketing workbook include various templates and samples for press releases, advertisements, public service announcements, and other items to assist transit operators with implementing their marketing plans.

The entire workbook, including the templates and samples, was produced on CD-ROM in electronic format rather than traditional hard



copies. The electronic format allows transit agencies to easily share the workbook with staff over computer networks, print unlimited copies of the forms and exercises contained in the workbook, and customize templates and samples to meet their needs.

The LADOTD presented the workbook in a workshop held for rural Louisiana Transit operators. The workshops, held in Baton Rouge and Lake Charles on November 19<sup>th</sup> and 20<sup>th</sup>, served as an opportunity for the LADOTD to explain the importance and benefits of marketing, walk the Louisiana Transit operators through the workbook exercises, and help the Louisiana Transit operators develop individualized marketing plans based on their goals and resources. The workshop highlighted the following topics:

- Workbook format
- Objectives and benefits of marketing
- Analyzing your system, including current situation, current marketing activities, riders, and competitors
- Developing a marketing plan, including budget, goals and objectives,

public relations, customer service, statewide and marketing events, and community outreach and partnerships

- Monitoring your success

Throughout the workshops, presenters Eileen Lee and Lynn Gerhard stressed the importance of teamwork, customer

The workshops also included plenty of opportunity to share ideas, with Lee and Gerhard facilitating discussions about marketing experiences and new ideas for approaching obstacles.

“One of the best things about bringing these transit providers together for group workshops is the opportunity it provides for them to network and share experiences,” Gerhard said. Workshop attendees agreed that having the opportunity to brainstorm ideas together was one of the most beneficial parts of the workshop.

JD Allen, consultant with Alliance Transportation Group, was on hand to videotape the workshops. Allen will be using the video tapes to develop a marketing training video for the LADOTD to supplement the workbook.

Response from workshop attendees was overwhelmingly positive. Most attendees found the workshop and workbook informative, interesting, and useful and came away with new ideas for approaching marketing.



*Wendell Voisin, Assistant Transit Administrator for Good Earth Transit shares his marketing experiences with the Baton Rouge workshop participants. Workshop attendees agreed that having the opportunity to brainstorm ideas together was one of the most beneficial parts of the workshop.*

service, and public relations in the marketing process.

“Not only are teamwork, customer service, and public relations virtually free, but they are also some of the most effective means of getting your message across to the public,” Lee said.

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*Wishing you a  
Happy and Safe Holiday Season  
from the  
Louisiana Department of  
Transportation and Development  
Public Transportation Section*

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